



Programme Specification

FAD-2016: Fashion Design

LU Bachelor of Arts with Honours awarded by Lancaster University (FHEQ Level 6)

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Fashion Design programme and the learning outcomes that you as a student might reasonably be expected to achieve and demonstrate on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Student Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

Key Programme Information

Programme Code	FAD-2016
Programme Title	Fashion Design
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	W455
Language of Study	English
Version	1
Approval Status	Approved
Approval Date	26 April 2017
JACS Code	
Programme Leader	Angela Young

Programme Awards

Award	Award Type	Level	Awarding Body
LU Bachelor of Arts with Honours	Honours Degree (360 credits)	Level 6	Lancaster University

Programme Overview

Blackpool and the Fylde College remains committed to providing a highly responsive curriculum that is employment and future-focused and will enable students to develop the essential knowledge and skills that will prepare them for future success in work and life.

The Fashion Design (Contemporary Costume) degree course at Blackpool and the Fylde College is positioned at the interface of high inspirational fashion and creative costume. The degree is unique in that it has a dual focus from the earliest stages of the course, however also facilitates students who have a specific desire to work exclusively in either the fashion or costume industries.

In the second year of study you will be asked to choose your final degree pathway either BA Hons Fashion Design, or BA Hons Fashion Design (Contemporary Costume) this allows you to specialise in your chosen field in your final projects and gain the qualification that is the most suited to your future career. The course encourages innovative approaches through all projects

and aims to stretch and challenge your imagination whilst developing your practical abilities. From catwalk to music videos, creative fashion communicates with a wide range of audiences. The programme will allow you to explore a broad range of topics, to include fashion and costume design, garment production, textiles exploration, communication and styling, conceptual design and CAD, which includes industry relevant design software and also pattern development applications. The programme is designed to equip you for your future career whether you want to work in the commercial fashion sector or the expressive environment of costume. The programme has a strong focus on entrepreneurship helping you develop a business-like approach and to be pro-active in seeking out opportunities for collaborative projects, work experience and creative opportunities. Operating within a well-resourced design studio environment you will be taught by tutors who are active within the fashion and costume industries and have strong industry experience. Whilst on the course you will be encouraged to be self-motivated and enterprising, to have strong communication and organisational skills and above all to develop an original and expressive visual signature.

In the first year introductory modules will provide you with a base on which to build, drawing, conceptual thinking for design, design development to product using both traditional and digital methods. Technical garment production in conjunction with CAD software will strengthen your digital awareness in readiness for the competitive economic marketplace. The innovative textiles module echoes the rising emergence of developments in this exciting area into all aspects of creative design. All these modules are supported by your critical studies module. This module is designed to underpin both your theoretical and practical knowledge, through a series of lectures and seminars that aim to contextualise and challenge your perceptions of both the fashion and costume industry both past and present. Set project briefs in semester two allow you to produce imaginative outcomes that can be experimental and innovative.

Second year study includes advanced production techniques and processes across fashion, costume and textiles and this links to projects that involve live briefs and independent research. Digital skills become a stronger focus with the development of your computer aided design methods and these are then integrated into your other modules requiring you to create design boards and look books.

The third year is when you will embark on a year-long project to design and produce a collection. For both the fashion and costume pathways this will be an extensive practical endeavour, as you will work on a range of garments that link to your chosen sector. A catwalk event and exhibitions at major venues both in Manchester and London are the showcases for your final collection that will launch your career.

Within the programme there are strong collaborative links to other degree programmes and the local creative industries and these facilitate real-life briefs that allow you to acquire professional work skills. The programme has excellent resources which are updated annually, the studios are light and airy and a broad range of industry standard equipment is available not only in taught sessions but for independent study. Teaching and learning takes place through formal lectures and seminars which underpin creative and technical workshop-style sessions. Practical projects are undertaken in the studio with tutor support and guidance, with additional timetabled sessions to provide access to specialist equipment and resources. Learning is also supported through visits to galleries, museums and theatres. Recent visits include London, New York, Barcelona and Paris.

The unique selling point of this course is the freedom to experiment across specialist areas. The fashion industry is made up of many different facets and you will be encouraged to develop critical enquiry in all these different areas of study before deciding on a final degree pathway. Both our current and past students have been positive about this aspect of the course and have enjoyed the variety provided by the different projects, ultimately the advantage is that our graduates are perfectly positioned for a career in their specialist field.

Admission Criteria

Admission to level 4 would normally be on the basis of the applicant possessing;

- 200 UCAS points or above with at least 120 points in an appropriate discipline relating to Fine Art/Fashion/Textile Design/Illustration or design associated skills.
- GCSE English at Grade C or above.
- All applicants will be invited to submit an on-line portfolio and/or attend a workshop day.

Level 5 Entry

Direct entry to Level 5 could be considered if applicants can demonstrate successful completion of 120 credits with similar or exact learning outcomes. This would be assessed through formal recognition of prior learning (RPL).

Admissions Policy

Applications are invited from candidates who do not possess the standard entry requirements but this may entail the submission of project work set by the academic team. This discretionary option is intended to afford entry to candidates who may not fully meet the standard entry-requirements.

Open Days are a preferred element to the recruitment process. Workshops on the development of portfolio building sessions and interview are open to all applicants and we actively encourage attendance at these events.

International Students

International students may submit an electronic portfolio that will inform the recruitment team as to whether the candidate possesses the indicative creative skills required to satisfy essential application requirements.

Career Options and Progression Opportunities

The dual nature of the curriculum areas and the focus on entrepreneurial skills will help you develop your own personal direction whilst giving you the choices and the options to access a wide range of career opportunities. The technical skills taught on the programme will underpin career options across womenswear, menswear, luxury fashion, costume design, textile design for fashion, bridal and bespoke evening wear. The CAD skills delivered across all three years will facilitate entry into a more mainstream fashion direction encompassing all areas of the current fashion industry. The business and professional modules will support you with entrepreneurial and intrapreneurial skills and provide you with the knowledge and business acumen for the current industry marketplace. The ultimate aim of the programme is to prepare you for employment, freelance self-employment, intrapreneurial or entrepreneurial enterprise. Bearing this in mind there is a strong focus on the desirable key skills highlighted in current employer research as 'the ability to be assertive, excellent negotiation and communication skills and a strong commercial awareness and the confidence to make decisions as needed'. The Fashion Design (Contemporary Costume) degree will help you to grow and develop as an individual and will guide you in your transition from student to graduate to employment.

Key aims of the programme are to create graduates with those attributes that are highly valued within the creative industries:

- Ability to be reflective and use high level critical thinking skills to problem solve.
- A creative aptitude which must be based on experimental process, the ability to question

assumptions, and use imagination to synthesise information within the design process.

- The capacity to articulate broad industry knowledge.
- Digital proficiency across a range of CAD software programmes.
- Positive reaction to fast paced and highly pressurised working conditions.
- Good interpersonal skills, written, verbal, and digital.
- Strong work ethic and team commitment.

Whilst fashion or costume design is a career aspiration for many students, there are other exciting and creative opportunities available. You may choose to work within a design environment as production assistant or garment technologist, or within creative pattern cutting or textile manufacture. There are also many positions that support the retail industry such as buying, marketing, promotion and styling. It is important to identify career goals and aspirations during your studies but it is also beneficial to be open and flexible to the many opportunities that may be available to you in your chosen field. A full list of fashion and textile related careers and relevant information can be found on the Creative Skillset website to include:

Fashion Design and Production

- Fashion Designer/Junior Designer;
- Pattern Cutter;
- Sample Maker;
- Garment Technologist;
- Machinist;
- Studio Production Assistant;
- Studio Production Manager;
- Overseas Production Manager;
- Bridal Designer/Maker.

Costume Industry

- Costume Designer;
- Costume Maker;
- Wardrobe Assistant;
- Wardrobe Manager;
- Costume Researcher.

Promotion and Marketing

- Fashion Stylist;
- Fashion Blogger;
- Press Assistant;
- Fashion PR assistant.

Fashion Retail

- Store Manager;
- Supervisor;
- Fashion Buyer;
- Visual Merchandiser.

Programme Aims

- To provide a broad and creative learning experience that develops dynamic and entrepreneurial individuals who will be equipped to succeed in the diverse field of Fashion and Costume.

- To provide students with a varied and inspirational programme that will provide a framework for independent and experimental study.

- To develop critically reflective students with a strong academic base who underpin all practical exploration with historical, social and cultural research.

- To provide a programme which develops technical expertise alongside theoretical understanding and creative exploration and realisation.

- To provide an opportunity for students to engage in a process of obtaining knowledge both subject specific and generic with a sound understanding of the critical and contextual dimensions of the specialist disciplines related to Fashion and Costume.

- To master the art of communicating ideas in a visual, creative and expressive manner, and to develop an awareness of the process of learning and how to extend that learning in a way that will lead to employment in a professional capacity within the subject specialism or in a wider creative context.

Programme Learning Outcomes

Level 6

Upon successful completion of this level, students will be able to:

1. Collect, collate and interpret a range of research material that includes the work of other professionals in a range of subject specific contexts.
2. Critically analyse and debate the contextual, historical, social and cultural dimensions of fashion and costume and the designers' relationship with audiences, markets and users.
3. Critically analyse the way in which fashion is promoted and communicated through technology, the media and social media.
4. Apply critical thinking to the design process to solve problems and produce innovative fashion products.
5. Use convergent and divergent design methodologies as appropriate to specific practical and theoretical developments in a range of design contexts.
6. Use visual languages to investigate, analyse, interpret, develop and articulate ideas and information.
7. Select test and make use of materials, techniques and processes, utilising appropriate methodology, resources, equipment and technology across a range of production contexts.
8. Produce three dimensional fashion product outcomes which meet technical industry standards, demonstrate a high aesthetic and creative design principles.
9. Examine and develop digital methodologies and tools to produce two dimensional outcomes which meet industry standards, reflect technical expertise, and provide innovative solutions to targeted design problems.
10. Examine the concepts of enterprise and entrepreneurship and apply these to a professional portfolio and presentation of work.
11. Manage own learning reflecting on personal strengths and weaknesses to identifying clear personal objectives and recognising the need for continual professional development.
12. Interact effectively with others as part of a group and undertake collaborative projects to communicate ideas and information in visual, oral and written forms.

Programme Structure

Pathway	Module	Level	Credits	Coursework	Practical	Written Exam
Stage 1						
All	C401FAD: Engaging the Archive (Mandatory)	4	20	100%		
	FAD402: Pattern Cutting and Garment Construction - Introduction (Mandatory)	4	20	100%		
	FAD403: Pattern Cutting and Garment Construction - Synthesis (Mandatory)	4	20	50%	50%	
	FAD404: Creative and Digital Illustration in Contemporary Contexts (Mandatory)	4	20	100%		
	FAD405: Design Practice with Communication and Styling (Mandatory)	4	20	100%		
	FAD406: Textiles and Experimental Surface Design (Mandatory)	4	20	100%		
Stage 2 Stage exit award: LU Diploma of Higher Education (Awarded by Lancaster University)						
All	CS501: Research into Practice (Mandatory)	5	20	67%	33%	
	FAD502: Product Development and Technical Skills (Mandatory)	5	20	100%		
	FAD503: Fashion Industry and Enterprise (Mandatory)	5	20	70%	30%	
	FAD504: Digital Illustration and Brand Communication (Mandatory)	5	20	100%		
	FAD505: Industry Design and Realisation (Mandatory)	5	20	100%		
	FAD516: Independent Creative Project - Fashion (Mandatory)	5	20	100%		
Stage 3 Stage exit award: LU Bachelor of Arts with Honours (Awarded by Lancaster University)						
All	C601FAD: Independent Research Project (Mandatory)	6	20	100%		
	FAD602: Research and Design Innovation - Final Project (Mandatory)	6	20	100%		
	FAD603: Career Planning and Portfolio Development (Mandatory)	6	20	80%	20%	
	FAD614: Creative and Technical Development - Final Project Fashion (Mandatory)	6	20	100%		
	FAD615: Advanced Realisation and Communication - Final Project Fashion (Mandatory)	6	40	100%		

Programme Delivery: Learning and Teaching

The teaching and learning methodology across the programme is broad and diverse and ranges from an academic approach, where you will attend lectures and seminars, which aim to facilitate stimulating debate centred around the fashion industry and other wider contexts, through to practical sessions delivered by demonstration and technical instruction. Many of the modules are studio based and you will be encouraged to have a hands on approach to your learning journey. This is a very practical course and assignments have been designed to allow you to experiment, be innovative and challenge the perception of your abilities within your chosen field. You will be expected to try new ways of working while developing and mastering taught skills. During the programme you will be encouraged to evaluate your progress and development as a designer by reflecting on and assessing your achievements at each step of your learning, setting personal objectives and using the feedback that you get from your peers and tutors to target areas of improvement.

Working in this way will enable you to become more autonomous and take real ownership of your career path creating a more student focused learning environment in which you will be expected to work more independently in the completion of your tasks and projects, at each level of the course. With continued daily interaction and verbal feedback from your tutors this will support your development in a very personalised way throughout your course.

One teaching and learning method actively encouraged is for you to continually record practical progress through photography. This provides a useful visual aid if recording the practical stages of a tutor demonstration, however also acts as a reflective tool for your own work; often the image is a reminder of the learning process itself and stimulates a response that supports effective learning by reminding you of the processes used and your initial response.

You will also be expected to collaborate and engage in group work mirroring current industry practices using a designer, pattern cutter, sample maker and studio/production manager, you should make the most of these opportunities as they will prepare you for your future career by teaching you valuable interpersonal skills such as team working, negotiation and communication.

Personal Development Planning

Personal development and planning is integral to your success as a student within a Higher Education framework. Therefore there is an expectation that you will approach the development of your learning in organised and methodical manner and be able to plan your workload effectively. Your tutors will be able to support during your studies through a series of group and individual tutorials that are designed to equip you with the necessary strategies to enable independent enquiry, problem solving and target setting to support you in achieving your career goals. You will be encouraged to continually reflect on your progress and to use reflection as an effective tool to taking ownership of your own development and learning journey, as the first step to a successful career.

Programme Delivery: Assessment

The assessment strategy for the course is both formative and summative. You will receive both verbal and written feedback during each module targeting areas for improvement and development. You will also take part in peer or group assessment/critique sessions, this will give you the opportunity to discuss your own and others work, offering support, guidance and feedback. At the end of each assessment or module you will receive formal written summative feedback identifying your strengths and areas of improvement for your future development as you progress through your modules.

Programme Delivery: Work Based and Placement Learning

Work place learning is seen as an important element for all graduates to gain valuable industry experience it can also serve as that vital 'step in the door' to gaining future employment, therefore you will be actively encouraged to access work placements and/or internships. This may involve interning at a fashion studio, behind the scenes in a costume department, or working for a local or national creative business. The placement could be design focused, practical or even organisational. Many students access placements during the summer break, however it is also possible to target other points of the year for short periods. You will be supported throughout the process of identifying and applying for suitable placements that would offer you the most valuable work experience related to your skillset and career aspirations.

Related Courses

BA Hons Fashion Design (Contemporary Costume)